RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

AUGUST 1998

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY

SALEM TEAR TAPE PROMOTION #800438: SEPTEMBER

Dear Harry:

Attached are **September** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***No product has been ordered for this promotion; utilize residual product for distribution to your Customer List.***

Brand Styles: Salem King / Salem 100 / Salem Lt King / Salem Lt 100

Retail Distribution Date: ***September 14, 1998***

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
Enc. Retail Customer List
Wholesaler Packing Instructions

51844 8441

Source: https://www.industrydocuments.ucsf.edu/docs/yqpy0000

WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 800438 80900 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162201	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDAL	NY	12913	1	1	1	1	4			
162201	767109	E-M MARKET	156 BROADWAY	SARANAC LAK	NY	12983	1	1	1	1	4			
162301	130258	NADIM'S CORNER GROC	495 RUGAR ST	PLATTSBURGH	NY	12901	3	3	1	1	8			
162301	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996		1	1	1	3			
162301	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901		1	1	2	4			
162301	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FA	NY	12985	1	2	1	1	5			
162301	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1		1	1	3			
162301	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	12901			1		1			
162301	619736	CUMBERLAND BAY MKT	1544 CUMBERLAND H	PLATTSBURGH	NY	12901		1			1			
162301	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1	2	2	1	6			
162301	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	3	3	3	3	12			
162301	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVIL	NY	12962	1	1	2	1	5			

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 12 16 15 13 56

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 12 16 15 13 56

51844 8442

Source: https://www.industrydocuments.ucsf.edu/docs/yqpy0000

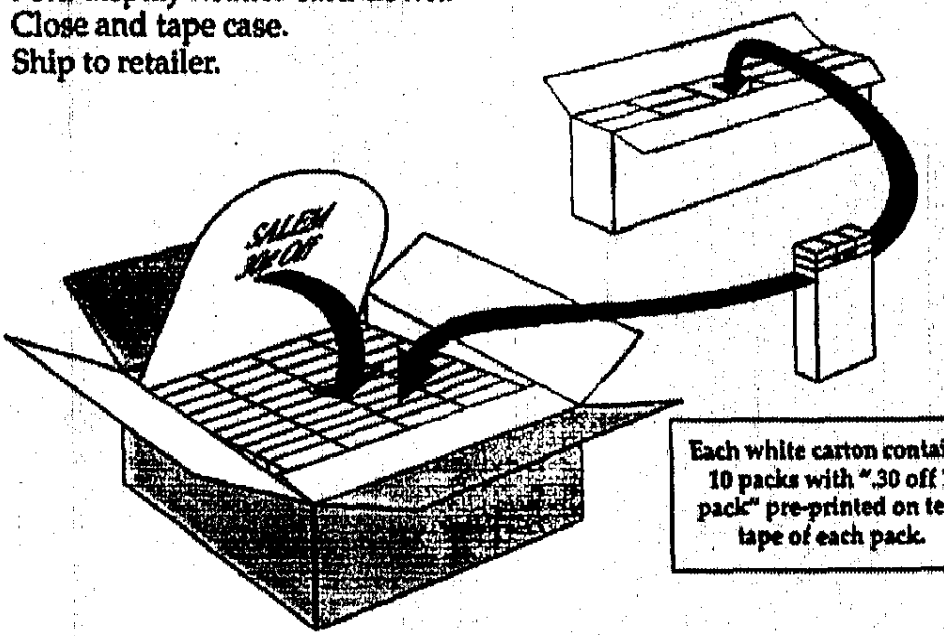
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE | 3RD QTR.'98

September SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item# 541964
MSA Promotion Reporting Description: SAL_98__30/1_PK_

	King	100	LT King	LT 100	
	Ship Number as Indicated				

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Source: https://www.industrydocuments.ucsf.edu/docs/yqpy0000

Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- **Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's**
- **All displays/POS available for order in "eaches"**

40-PACK SHIPPER DISPLAY

item #541964

- **Small footprint**
- **Shipped pre-assembled with product and paster**
- **Price discount clearly communicated**

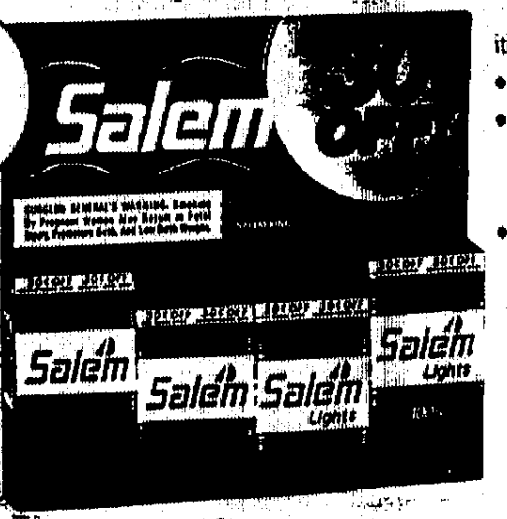
item #541970

- **Comes packed in shipper display**

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!



item #541973

- **Impactful 3-D pack replicas**
- **Designed to increase awareness in self-service and non self-service locations**
- **Must be ordered separately from shipper display**

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Source: https://www.industrydocuments.ucsf.edu/docs/yqpy0000